

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND STUDY

In Malaysia, there are various types of special event or festival that contributing to the development Malaysia country, especially in the economic sector. Among type of program that most and popular in Malaysia is sport event, cultural event, shopping event ,food event, and tourism event. Special event or festival offer impressive advantage to local communities because they expressively effect the local economy (Getz,1993) and support social cohesion within communities (Rao,2001).Societies have been presenting a variety of festival in the pursuit of promoting local tourism and economies (Felsentein and Fleischer,2003).Additionally, Merkercher et al. (2006) pointed out that local festivals have remained recognized to boost justifiable tourism by facilitating knowledge about exclusive cultural heritage, ethnic backgrounds, and native customs.

Special event also is gathering of humans being that generally lasting from a scarce hours to be a little days. Their designs to rejoice, integrity, explain about, sell or observe human actions. The special event is unique and unforgettable times for people the felt it. (Goldblatt, 2002) proposes that there are four determinations for special events: celebration, education, marketing, and reunion. Although these purposes do indeed encompass much of what we do today in events and current an excellent starting point, upon reflection there

appear to be deeper motives behind greatest events, particularly historical ones, which in certain cases were very clearly non-celebratory in nature.

Usually special event was held in the city center to attract more visitors to go to the special event because the residents focus on the city center where there is various shopping venues. Special event usually was held within the close proximity with shopping venue because they provide more facilities to the visitor or customer such as the airy area, a lot of car park and many more. This way, will attract more visitor go to the special event than shopping venue because special event is more grander.

Table 1.1: Visitor arrivals to the special event in Malaysia (Source from Tourism Malaysia website)

YEAR	ARRIVALS (MILLION)
2013	25.72
2012	25.03
2011	24.71
2010	24.58
2009	23.65
2008	22.05
2007	20.97
2006	17.55
2005	16.43
2004	15.70
2003	10.58
2002	13.29
2001	12.78
2000	10.22
1999	7.93
1998	5.56

Based on the statistic data from tourism Malaysia that shows the increasing of the visitor to the special event in every year. The table shows the visitor highly contributing to the economic sector. So, this event industry should be more focus and develop it.

1.2 PROBLEM STATEMENT

Special event mostly placed close to shopping venue. Why? Because, when special event held close to the shopping venue, it will attract visitors go to the special event compared to shopping venue. This will cause a decrease sale to shopping mall during that period. This is because, the special event that is both lively and held in the spacious and airy area can attract more visitors. Supposedly, when there's any special event take place near the shopping venue, it should complement each other. Meaning the visitor to the special event is also the customer to shopping venue.

A tourist's spending behaviors actual dissimilar from his/her standard shopping activity. "They spend money on small foolish teams because it is at ordinary time" (Gordon, 1986, p. 139). Visitors look or high-value, well-designed products (Costello and Fairhurst, 2002; Littrel et al. 1994; Paige and Littrel, 2003; Reisigner and Turner, 2002). Several visitors will devote more money on purchasing an item while they are away from household, so they want to protect the maximum quality item likely especially when they think they not always spending at day shopping.

Visitor expression for exclusive products unobtainable at home or unique to the visitor endpoint (Costello and Fairhurst, 2002; Littrell et al., 1994; Paige and Littrell, 2003; Reisigner and Turner, 2002). The unique superiority of the product improves the tourism experience by giving the tourist a special remembrance about their memories (Turner and Reisigner, 2001), letting them to definitely reminisce about the experience they had though shopping.

Thus, the pattern of purchasing at event are different from shopping venue. At event, they will receive extra perks when they buying something, so that extra perks will influence and attract the customer to buying at event.

Conclusion, the special events that held close to the shopping venue will attract more visitor to go to special events and directly cause a decrease sale to shopping venue. So, this study is intended to determine factors that an event has impact to the shopping venue.